

# THE SOUTHWEST

FIRST TRADE  
EXCISE

## EXHIBITION ON MONDAY

**MONDAY**

**Merchants of El Paso Make Bid for Patronage From Surrounding Territory.**

**CUSTOMERS TO GET VALUABLE REBATES**

**Fares to Be Paid for Those Who Come to El Paso for Their Bargains.**

Beginning Monday the "Buy in El Paso What You Can't Buy at Home" rates will be in effect. All railroads will lead to El Paso for the week of Sept. 12 to 18 and all roads will offer reduced fares to purchasers of goods from the El Paso merchants. This is the plan:

For each 50 cent purchase in any of the stores belonging to the Merchants' league one mile of transportation will be rebated. All that is necessary in order to obtain this rebate is to ask for a rebate card after the purchase is made, thus insuring the purchaser: that the same price is made to him that is

When through shopping present the rebate cards to the secretary of the league, together with the return portion of the railroad ticket, the cash factor if a cash fare is paid, or a receipt from the local agent at the buying end of the line where a one way ticket is purchased. The secretary who is also the secretary of the chamber of commerce, will refund the amount of the rebate in cash at the rate of one mile for each 50 cents worth

He is at the chamber of commerce building, 310 San Francisco street, on Tuesday. The station agent has nothing to be signed, no obligations made. Just present your rebate tickets and your transportation and receive the cash rebate. For example, if you spend: 50 cents you will receive back 1 mile railroad fare; \$1.00, you will receive back 2 miles railroad fare; \$5, you will receive back 10 miles railroad fare; \$10, you will receive back 20 miles railroad fare; \$50, you will receive back 100 miles railroad fare; \$100, you will receive back 200 miles railroad fare.

**Planned By Merchants.**  
Trade Excursion Week in El Paso was planned by the Retail Merchants league as a get together week for the purchasers of the southwest, and the business men of El Paso. With no intention of taking any of the trade away from the local merchants in the cities and towns of the southwest, the El Paso business men are making an

is spent in the east and north each fall season, by inducing the people of this section to spend their shopping money at El Paso, where it is kept in local trade channels instead of being thrown into a foreign market in the east and north.

in order that a better trade feeling may be established. Much of the trade of

be established. Much of the trade of the southwest is done with El Paso by mail. By having these mail order customers come to El Paso a better trade relationship can be established between the customer and the house, so that future business could be handled more satisfactorily. By doing a part of the fall buying here, this friendly visit is

made at the expense of the merchant who returns in rebates the customers' fares.

**Successful Elsewhere.**

The rebate plan has been applied very successfully in many of the trade centers of the country. Indianapolis, with its feeders of traction lines from all parts of the middle west, has proved to be a shining example of the record that can be done by the same plan, that is, the Retail Merchants' league. Indianapolis being the center of the greatest interurban railroad system in the world, and also the

center of the steam car traffic of the middle west, has had an excellent opportunity to give the plan a thorough test. The scheme has stood the test and is found to be economically sound.

It required but a short time to convince the business men there that instead of taking their trade away, the rebate plan was educating their customers to buy and that by carrying

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(Continued on next page.)

**US AND  
WORK HARD**

Andrew Jackson Houston, son of United States marshal of the eastern tier, the Prohibitionists of Texas are he state.

he executive committee of the Prohibition this section of the state in which the letter says in part:

we say that there is a strong possibility's election. Over 200,000 votes did and many thousands of these are now 's banner."

ally by and let the Democrats win this urell, the Republican nominee, will

er 17, and from then until the Novem-  
ber election of the state. The Republicans  
0 votes.

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